



CITY of NEW CARROLLTON

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City of New Carrollton Request for Proposal (RFP) FY13-01 City Newsletter Publisher

Statement of Purpose

The City of New Carrollton is looking to receive bids for our bi-monthly and special editions resident newsletter publication. The city is currently looking to cut costs on its current newsletter publication printing costs.

Background Information

The City of New Carrollton serves a population of approximately 12,160 individuals and approximately 4,500 households. With a diverse background, the City's newsletter is often the only direct form of communication the city has with its residents. The city currently orders approximately 4,700 newsletters with 4,600 being mailed out to residents and 100 being delivered as spare copies to the City.

Scope of Work

The City of New Carrollton is looking for a vendor to publish its color, bi-monthly and special occasion newsletters. The regular newsletter is published 6 times a year with special occasion newsletters printed 2-4 times a year. The City often requires special features such as inserts and glued on removable stickers in its newsletters. Features such as this should be promoted in the bid.

The city needs a modern day newsletter publishing vendor that can take the newsletter from a Microsoft Publisher file to a printed, mailed and delivered piece of U.S. postage.

The final product should be sharp, in color, professionally printed, on environmentally friendly paper and ink. The newsletter is expected to be delivered on the first business day of the first featured month. The Vendor must be adaptable to last minute changes in the newsletter content. This may be feasible in a cloud based upload location where the city can upload a new version of its publisher file to the vendor.

Contractual Terms and Conditions

The City of New Carrollton is looking for a 5 years contract, with optional 1 year add-on extensions.

The City wishes to be billed on an as-published-basis and charges should be laid out in the RFP for color, non-color, image, no image and cost per page - for printing a 6, 8, 12, 16, or 24 page newsletter. The city often requires flexibility in number of pages to be published. The city will be responsible for all postage publishing vendor will be responsible for maintaining the city's account with the U.S. Postal Service. Vendor will be requested to convert their pricing to one standard one a common pricing standard is identified (ex. Price per page).

The contract with the vendor will hold penalties for late or missed publications of up to immediate termination of the contract. The City will have the option to amend said contract should it be deemed necessary. If an amicable outcome for the amendment can not be reached, the city will reserve the right to terminate the contract at the end of the city's fiscal or calendar year.

Invitations to bid a courtesy

This invitation to bid (RFP) is sent as a courtesy to known interested companies. The receipt of this invitation to bid from the City of New Carrollton in no way implies that the recipient is a qualified bidder. The Invitation to Bid will also be advertised in a newspaper of local circulation.

Evaluation and Award

The City will evaluate bids on an equal comparison asking vendors for conversions of pricing options if necessary. All bidders will be offered and Best and Final Offer (BAFO) if it is deemed necessary.

Questions regarding the RFP and final proposals should be submitted to:

Graham Waters
Acting City Administrative Officer
City of New Carrollton
6016 Princess Garden Parkway
New Carrollton, MD 20784

Questions may be submitted in writing to gwaters@newcarrolltonmd.gov or by phone at 301-459-6100, ask for Graham Waters, regarding: the City Newsletter RFP.

Questions regarding the RFP will be taken up to May 10th, 2013 at 3:00PM.

All bids must be delivered in a sealed envelope in person or by postal/parcel carrier or by e-mail to gwaters@newcarrolltonmd.gov with Sub. Newsletter Publication Bid

All bids are due by May 10th, 2013 by 3:30PM

Bids will be opened at 4:00PM, on May 10th 2013.

The City will then ask for BAFO's if necessary.

Recommendations of awarding the contract will be made to the Council on the May 13th City Council Workshop, the City Council will make the final decision on whom to award the contract. Contracts are subject to review by City's Legal Counsel.

The City will have a selection made and awarded on or before May 17th, 2013.

EEOP Statement:

The City of New Carrollton is an Equal Opportunity Employer.